

## CLAIMS

1-44. Previously Canceled

45. (Previously Presented) A method for distributing medical information to physicians, the method comprising:

- identifying a physician from a database of multiple physicians;
- generating an interactive message comprising medical information customized to said identified physician;
- receiving a communication signal from a handheld computing device operated by said identified physician; and
- transmitting said interactive message to said handheld computing device.

46. (Previously Presented) The method of claim 45, wherein said identifying is based on information selected from the group consisting of: a practice area of the physician; a number of prescriptions written by said physician; a Drug Enforcement Agency number of said physician, a medical education number of said physician, and or any combination of the aforementioned.

47. (Previously Presented) The method of claim 45, wherein said identifying is based on a medical education number of said physician.

48. (Previously Presented) The method of claim 45, further comprising, after said identifying, examining a profile of said identified physician, wherein said interactive message is customized based on said physician's profile.

49. (Previously Presented) The method of claim 45, wherein the interactive message includes an interactive question directed to the physician.

50. (Previously Presented) The method of claim 45, wherein the interactive message includes a question asking the physician if the physician would like further information on a certain medical topic.

51. (Previously Presented) The method of claim 45, wherein the interactive message includes an inquiry whether said physician wishes to receive Continuing Medical Education (CME) at the handheld computing device.

52. (Previously Presented) The method of claim 51, wherein the Continuing Medical Education includes educational materials or multiple choice exams.

53. (Previously Presented) The method of claim 45, further comprising, after said transmitting, receiving a response from said physician.

54. (Previously Presented) The method of claim 53, further comprising, sending further medical information to said physician based on said response.

55. (Previously Presented) The method of claim 45, wherein the interactive message includes an inquiry whether said physician wishes to receive Continuing Medical Education (CME) at the handheld computing device, and said method further comprises, after said transmitting, receiving a response from said physician, and transmitting CME educational materials or multiple choice exams to said handheld computing device if said response indicated that said physician wishes to receive Continuing Medical Education (CME).

56. (Previously Presented) The method of claim 45, wherein said generating further comprises associating an expiration date with said interactive message, such that said interactive message expires after a predetermined time.

57. (Previously Presented) The method of claim 45, wherein said generating further comprises associating an expiration date with said interactive message, such that said interactive message expires after a predetermined time and is thereafter removed from said handheld computing device.

58. (Previously Presented) The method of claim 45, wherein said interactive message is configured to be automatically displayed to said physician once downloaded to said handheld computing device.

59. (Previously Presented) The method of claim 45, wherein said receiving further comprises receiving a synchronization signal from said handheld computing device.

60. (Previously Presented) The method of claim 45, further comprising repeating said generating and transmitting steps for multiple interactive messages.

61. (Previously Presented) The method of claim 45, wherein said handheld computing device is configured to store a set maximum amount of messages at any one time.

62. (Previously Presented) The method of claim 45, further comprising prioritizing the interactive message by a category selected from the group consisting of: an expiration date, importance, and urgency.

63. (Previously Presented) The method of claim 45, further comprising:  
storing medical data in a database; and  
communicating at least some of said medical data from said database to said handheld computing device in response to a connection signal received from said handheld computing device.

64. (Previously Presented) The method of claim 63, further comprising, before said storing, aggregating said medical data from multiple sources.

65. (Previously Presented) The method of claim 64, wherein said aggregating step further comprises collecting medical data from a group consisting of: formulary data, pharmacopeia data, and any combination of the aforementioned.

66. (Previously Presented) The method of claim 63, wherein said communicating said medical data further comprises:

receiving a request for medical data from said handheld computing device; and  
responding to the request by sending at least a portion of said medical data to said handheld computing device.

67. (Previously Presented) A method for distributing medical information to physicians, the method comprising:

receiving a synchronization signal from a handheld computing device operated by a physician;

identifying said physician from a database of multiple physicians;

examining a profile of said identified physician;

generating an interactive message comprising medical information customized to said profile of said physician; and

transmitting said interactive message to said handheld computing device.

68. (Previously Presented) The method of claim 67, wherein the interactive message includes an inquiry whether said physician wishes to receive Continuing Medical Education (CME) at the handheld computing device, and said method further comprises:

receiving a response from said physician; and

transmitting CME educational materials or CME multiple choice exams to said handheld computing device, if said response indicated that said physician wishes to receive CME.

69. (Previously Presented) A method for distributing medical information to physicians, the method comprising:

receiving a synchronization signal from a handheld computing device operated by a physician;

identifying said physician from a database of multiple physicians;

examining a profile of said identified physician;

generating an interactive message comprising medical information customized to said profile of said physician including an inquiry whether said physician would like to receive Continuing Medical Education (CME) information at said handheld computing device;

transmitting said interactive message to said handheld computing device;

receiving a response from said physician; and

transmitting CME educational materials or CME multiple choice exams to said handheld computing device, if said response indicated that said physician wishes to receive CME information.

70. (Previously Presented) The method of claim 69, further comprising receiving responses to CME exam questions from said handheld computing device.

71. (Previously Presented) A method for distributing medical information to physicians, the method comprising:

transmitting a synchronization signal to a remote server from a handheld computing device operated by a physician;

in response to said synchronization signal, receiving an interactive message at said handheld computing device from said remote server, where said interactive message includes medical information customized to said physician; and

displaying said interactive message on said handheld computing device.

72. (Previously Presented) The method of claim 71, wherein the interactive message includes a question directed to said physician and interactivity features for receiving a response to said question.

73. (Previously Presented) The method of claim 71, wherein the interactive message includes a question asking the physician if the physician would like further information on a certain medical topic.

74. (Previously Presented) The method of claim 71, wherein the interactive message includes a question asking whether said physician wishes to receive Continuing Medical Education (CME) at said handheld computing device.

75. (Previously Presented) The method of claim 74, wherein the CME includes educational materials or multiple choice exams.

76. (Previously Presented) The method of claim 71, further comprising, after said transmitting, transmitting a response from said physician operating said handheld device to said remote server.

77. (Previously Presented) The method of claim 76, further comprising receiving further medical information based on said response.

78. (Previously Presented) The method of claim 71, wherein the interactive message includes an inquiry whether said physician wishes to receive Continuing Medical Education (CME) at the handheld computing device, and said method further comprises:

transmitting a response from said handheld computing device to said remote server; and

receiving materials selected from a group consisting of: CME educational materials and multiple choice exams, at said handheld computing device, if said response indicated that said physician wishes to receive Continuing Medical Education (CME).

79. (Previously Presented) The method of claim 71, wherein said interactive message expires after a predetermined time.

80. (Previously Presented) The method of claim 71, wherein said interactive message expires after a predetermined time and is thereafter removed from said handheld computing device.

81. (Previously Presented) The method of claim 71, wherein said interactive message is automatically displayed to said physician once received from said remote server.

82. (Previously Presented) The method of claim 71, further comprising storing only a set maximum amount of interactive messages on said handheld computing device.

83. (Previously Presented) The method of claim 71, further comprising prioritizing the display of said interactive messages by expiration date, importance or urgency.

84. (Previously Presented) The method of claim 71, further comprising receiving at said handheld computing device medical data from said remote server, where said medical data includes at least one of formulary and pharmacopeia data.

85. (Previously Presented) A method for distributing medical information to physicians, the method comprising:

transmitting a synchronization signal to a remote server from a handheld computing device operated by a physician;

in response to said synchronization signal, receiving an interactive message at said handheld computing device from said remote server, where said interactive message includes medical information customized to said physician and a question asking whether said physician wishes to receive Continuing Medical Education (CME) at said handheld computing device;

displaying said interactive message on said handheld computing device;  
receiving a response input from said physician at said handheld computing device;  
transmitting said response from said handheld computing device to said remote server; and

receiving CME educational materials or multiple choice exams at said handheld computing device from said remote server, if said response indicated that said physician wishes to receive Continuing Medical Education (CME).

86. (Previously Presented) The method of claim 85, further comprising transmitting responses to CME exam questions from said handheld computing device to said remote server.

87. (Previously Presented) A computer readable memory storing executable instructions for execution by a computer system, such that said computer system functions in a specified manner, said instructions comprising:

instructions for receiving a synchronization signal from a handheld computing device operated by a physician;

instructions for identifying said physician from a database of multiple physicians;  
instructions for examining a profile of said identified physician;

instructions for generating an interactive message comprising medical information customized to said profile of said physician including an inquiry whether said physician would like to receive Continuing Medical Education (CME) information at said handheld computing device;

instructions for transmitting said interactive message to said handheld computing device;

instructions for receiving a response from said physician; and

instructions for transmitting CME educational materials or multiple choice exams to said handheld computing device, if said response indicated that said physician wishes to receive CME information.

88. (Previously Presented) A computer readable memory storing executable instructions for execution by a computer system, such that said computer system functions in a specified manner, said instructions comprising:

instructions for transmitting a synchronization signal to a remote server from a handheld computing device operated by a physician;

instructions for in response to said synchronization signal, receiving an interactive message at said handheld computing device from said remote server, where said interactive message includes medical information customized to said physician and a question asking whether said physician wishes to receive Continuing Medical Education (CME) at said handheld computing device;

instructions for displaying said interactive message on said handheld computing device;

instructions for receiving a response input from said physician at said handheld computing device;

instructions for transmitting said response from said handheld computing device to said remote server; and

instructions for receiving CME educational materials or multiple choice exams at said handheld computing device from said remote server, if said response indicated that said physician wishes to receive Continuing Medical Education (CME).